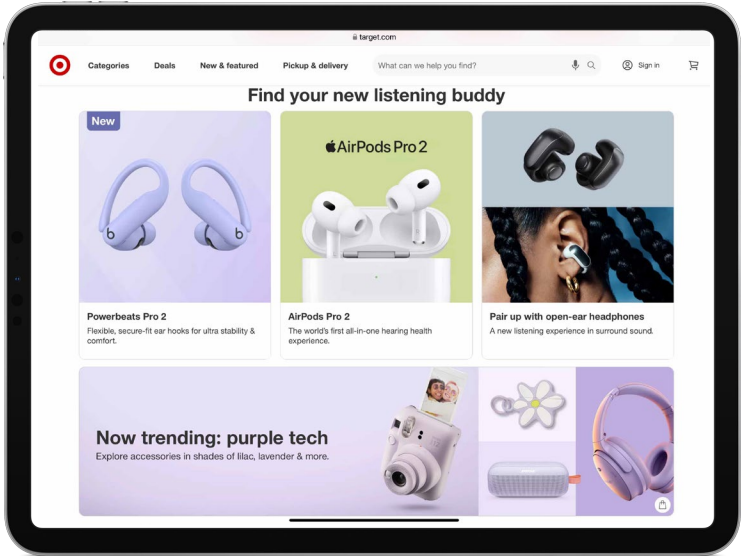
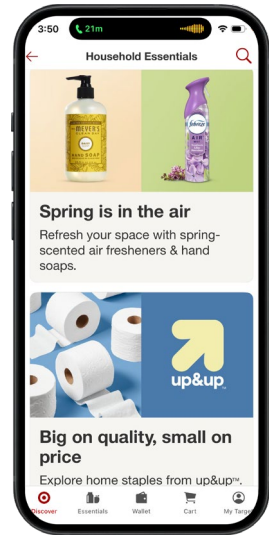
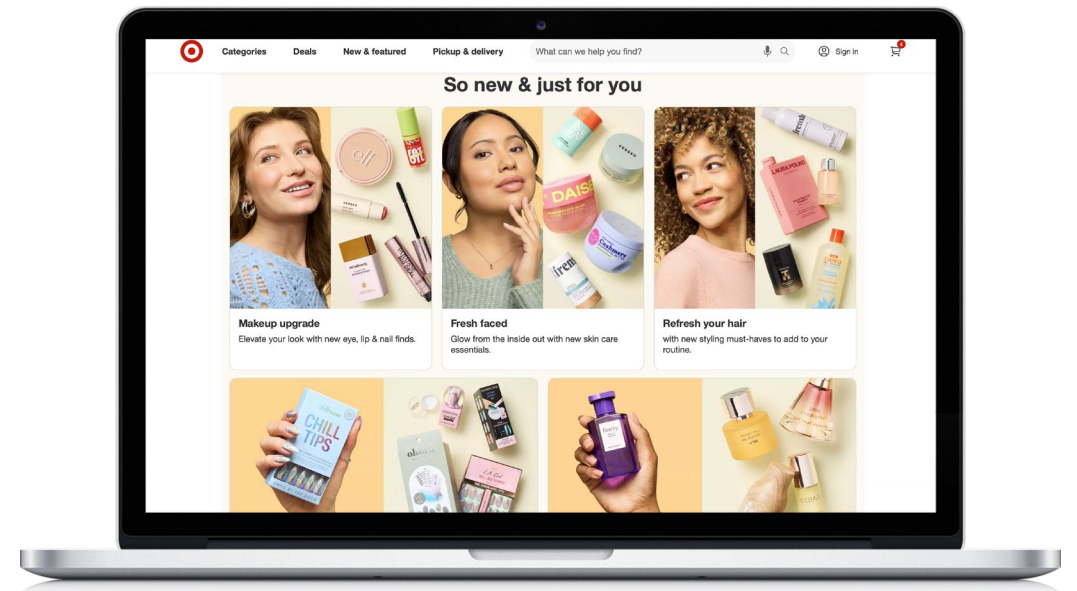


Cara Sylvester

**Executive Vice President and
Chief Guest Experience Officer**



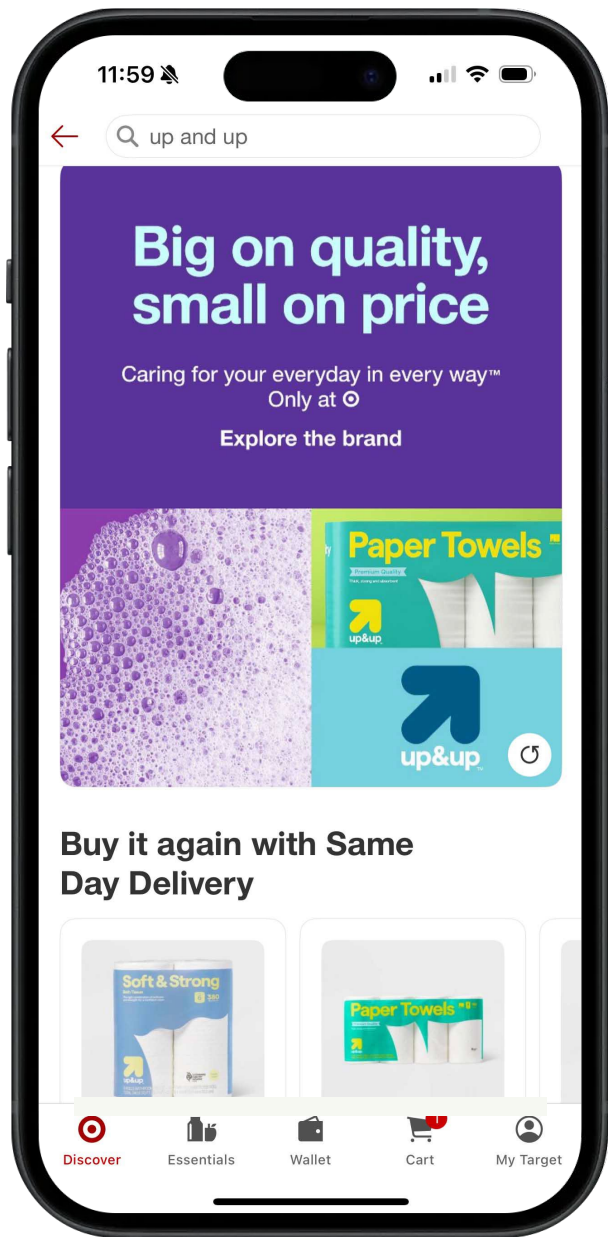


**Many other
retail experiences
offer tradeoffs.**



**We believe in the
power of **AND**.**





Expect More.  Pay Less.



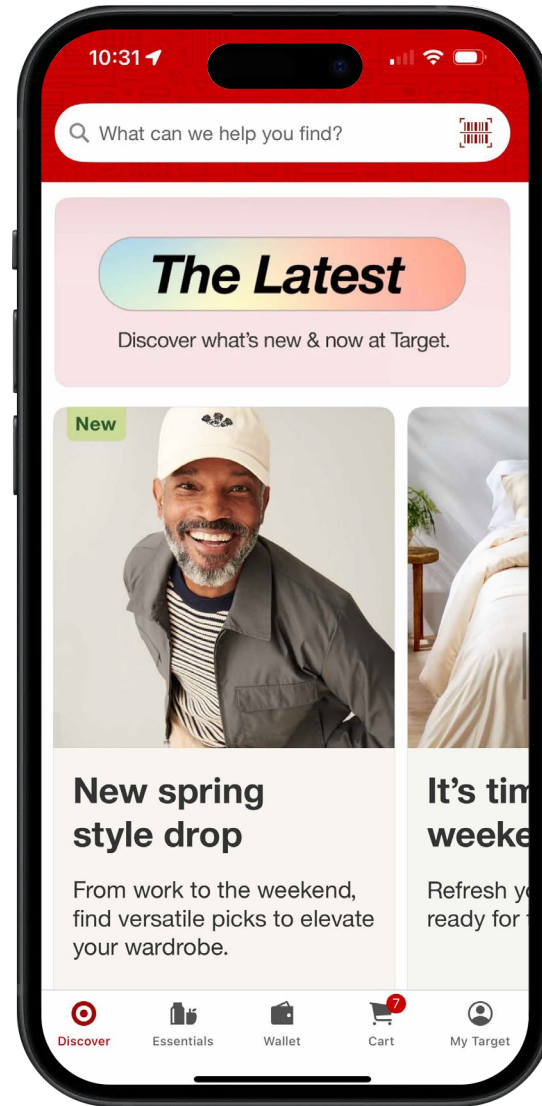
drive up



order pickup



same day
delivery





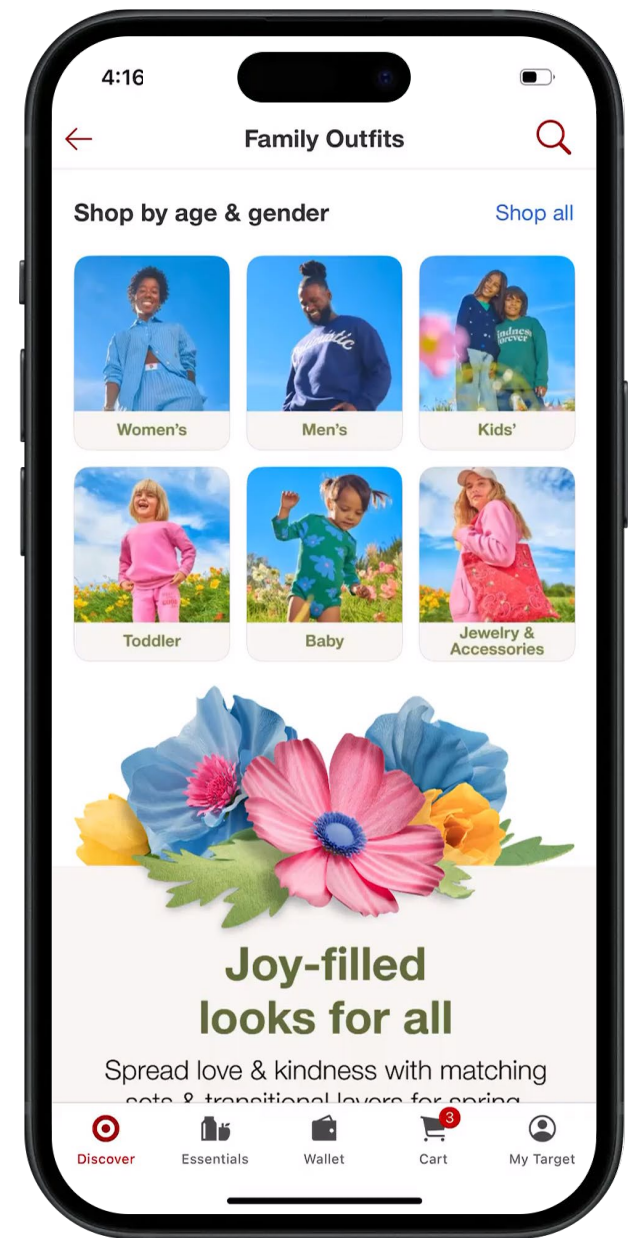
It isn't just **what we sell,
it's **how** we sell it.**



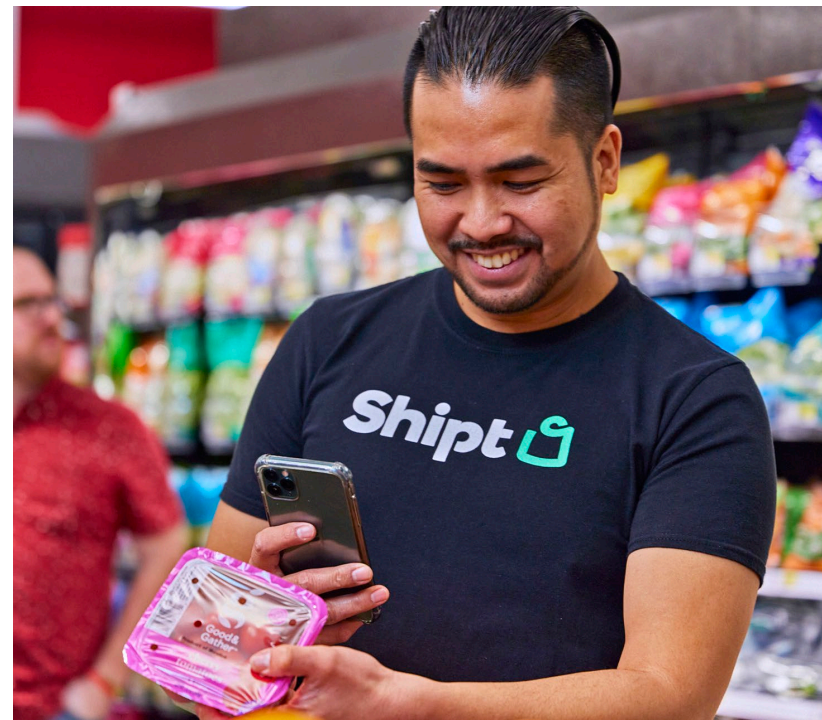
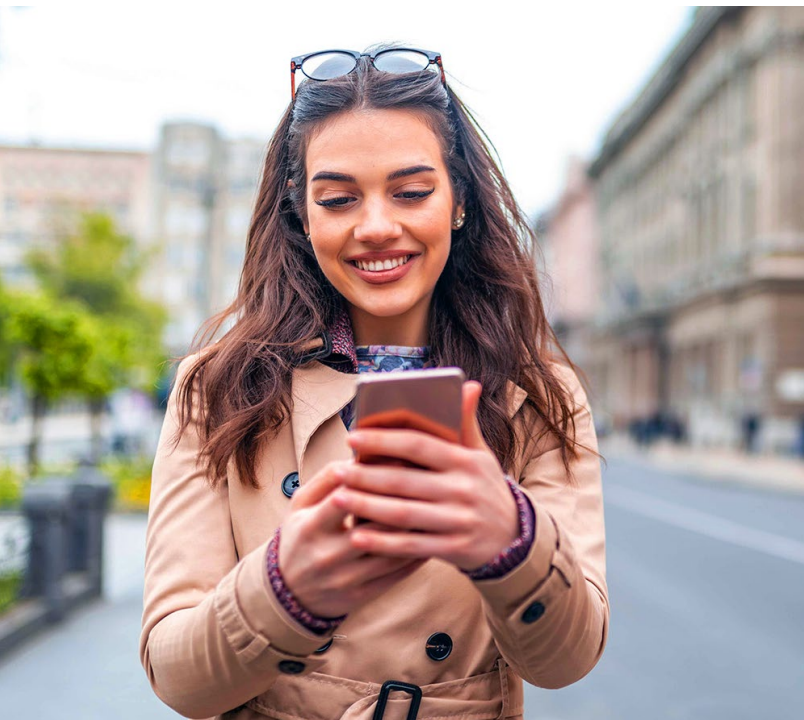
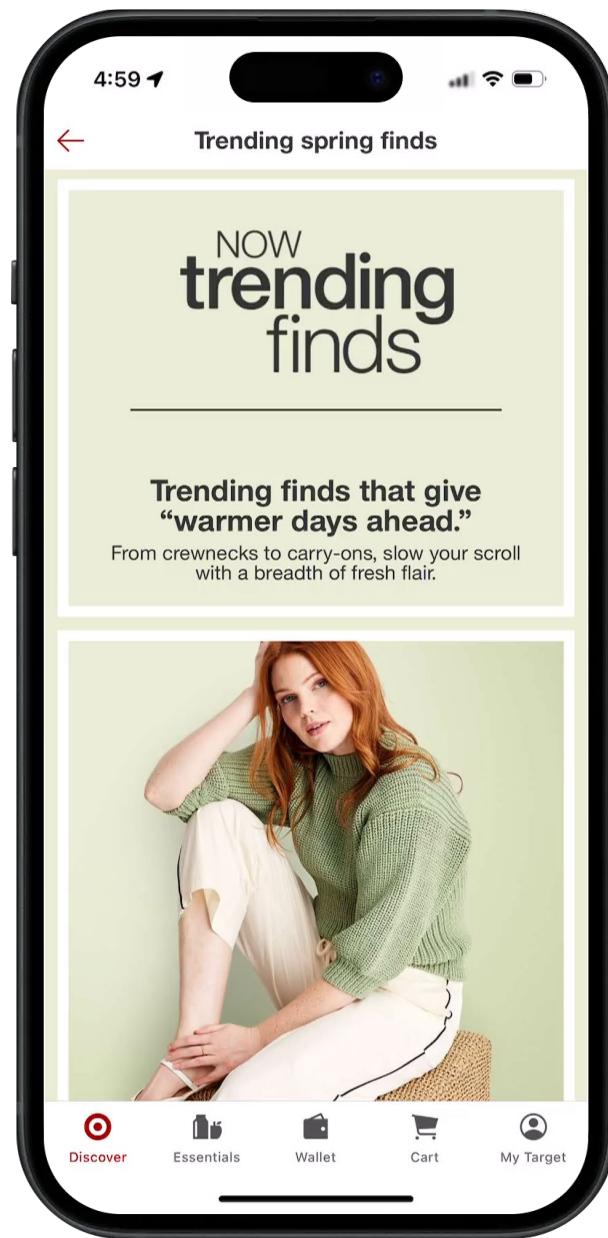


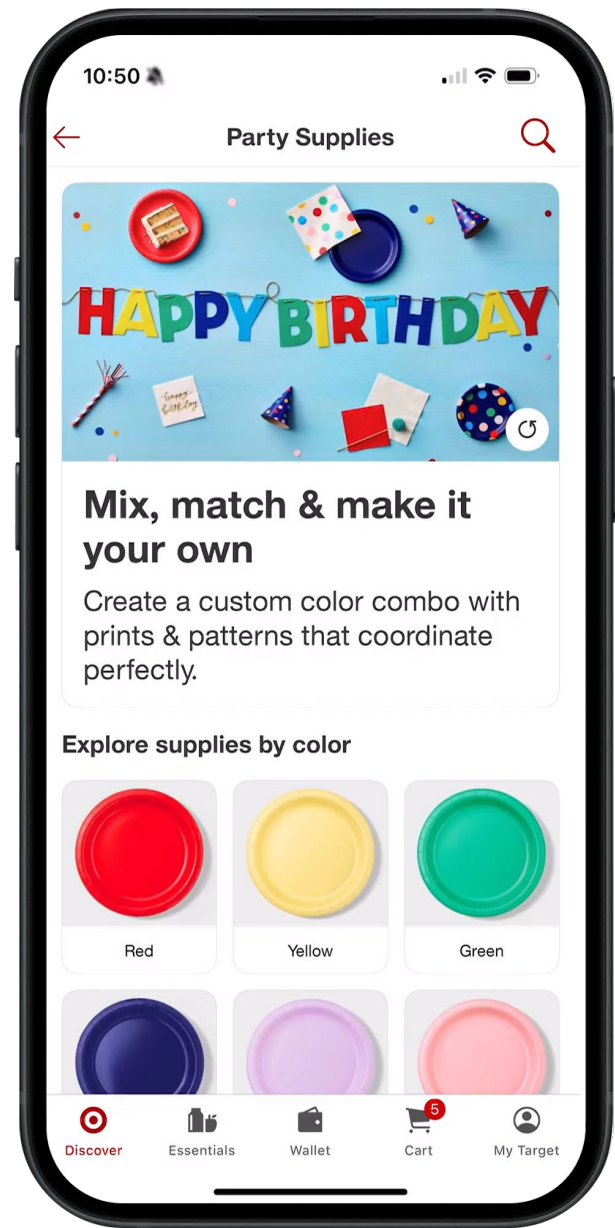
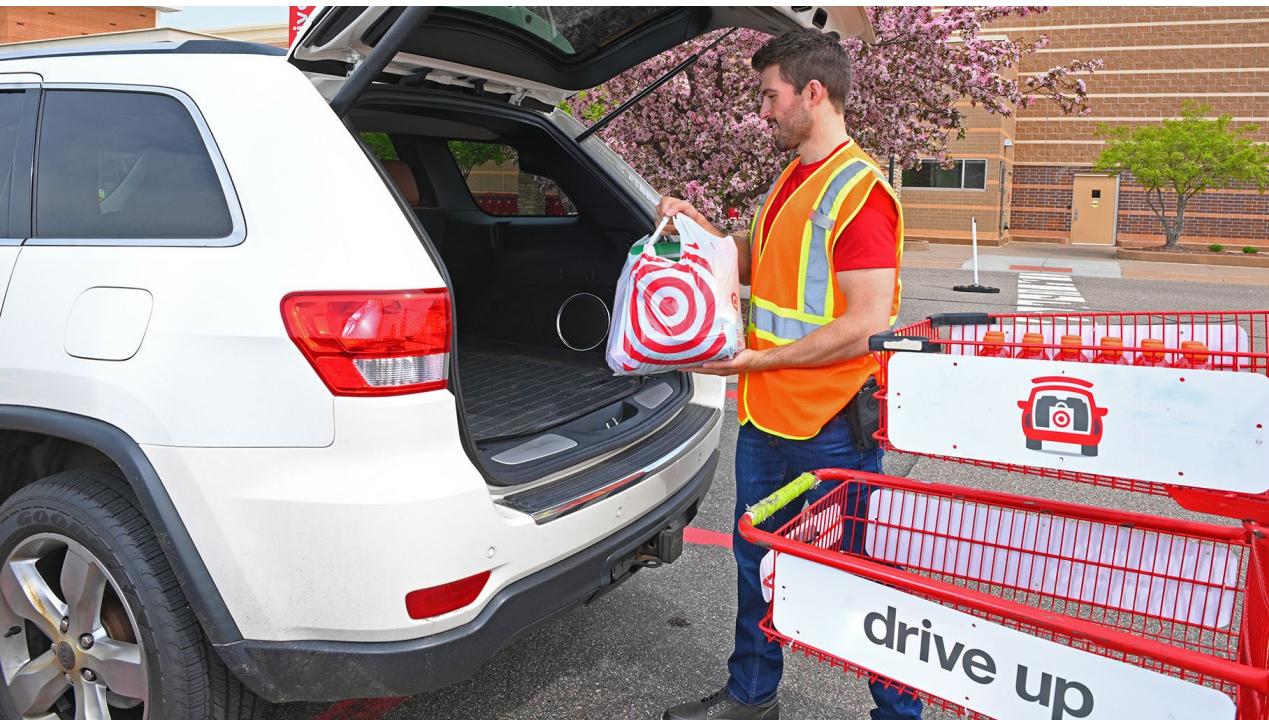
The Tarzhay Experience





America's Favorite Discovery Destination









~300,000

Shipt shoppers nationwide

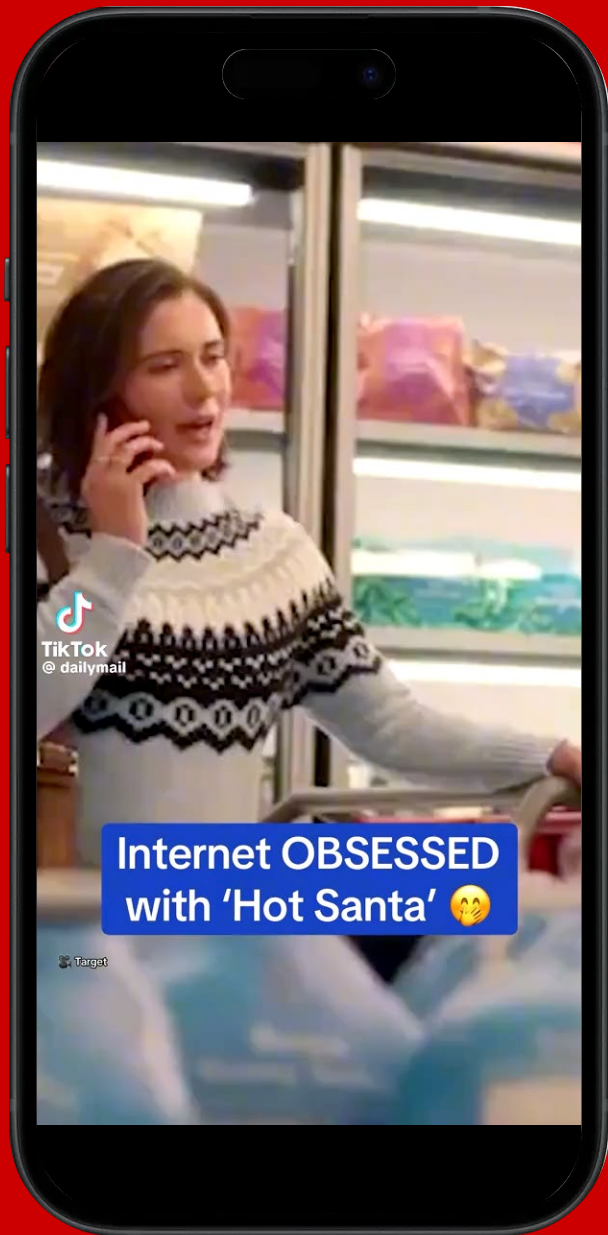
**Digital is an opportunity to bring
Target magic to consumers.**



**Our distinctly Target ads
drive awareness and brand love.**







70M

social mentions

Top 5

TikTok content searched
week of Black Friday

**An Emotional Bond
That Translates to
Traffic + Sales Growth**



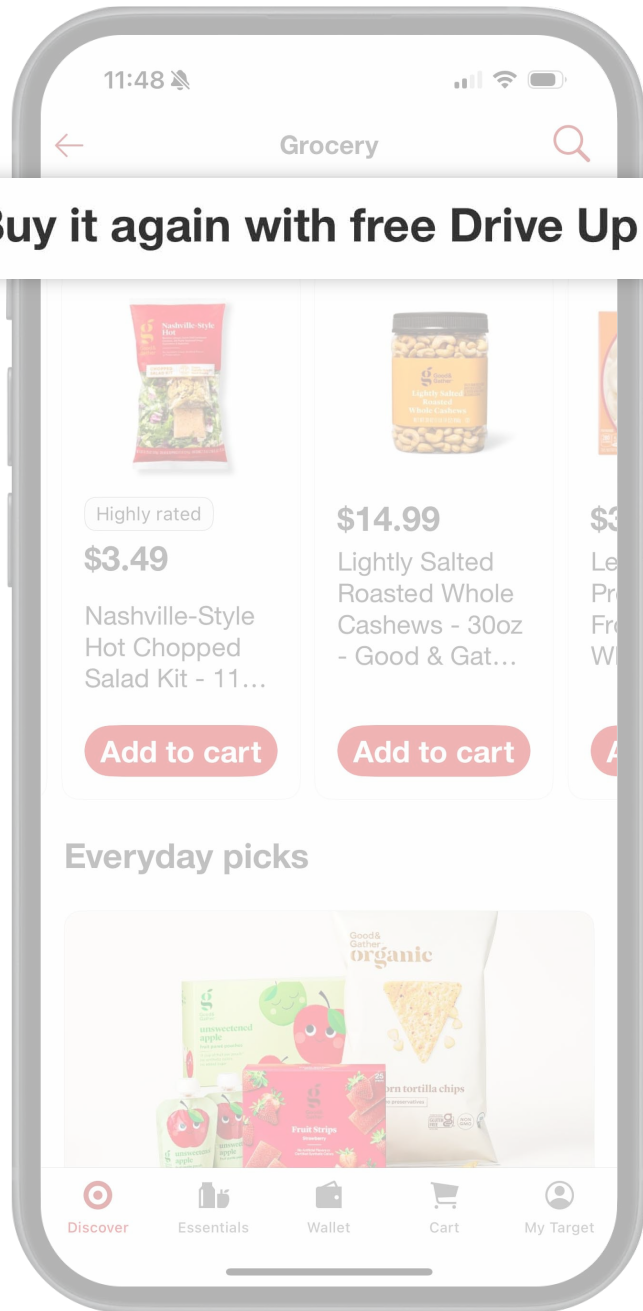
**We've continued to invest in
enhancements and innovations.**



**We always want to get the
fundamentals right.**



Buy it again with free Drive Up

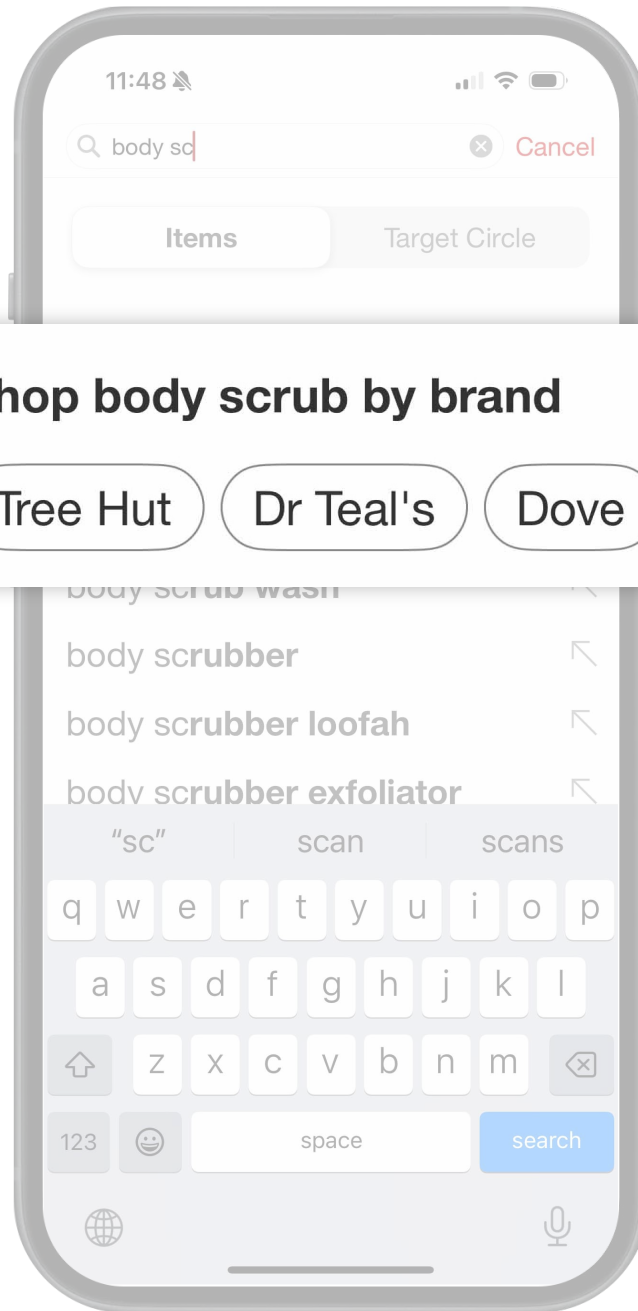


Shop body scrub by brand

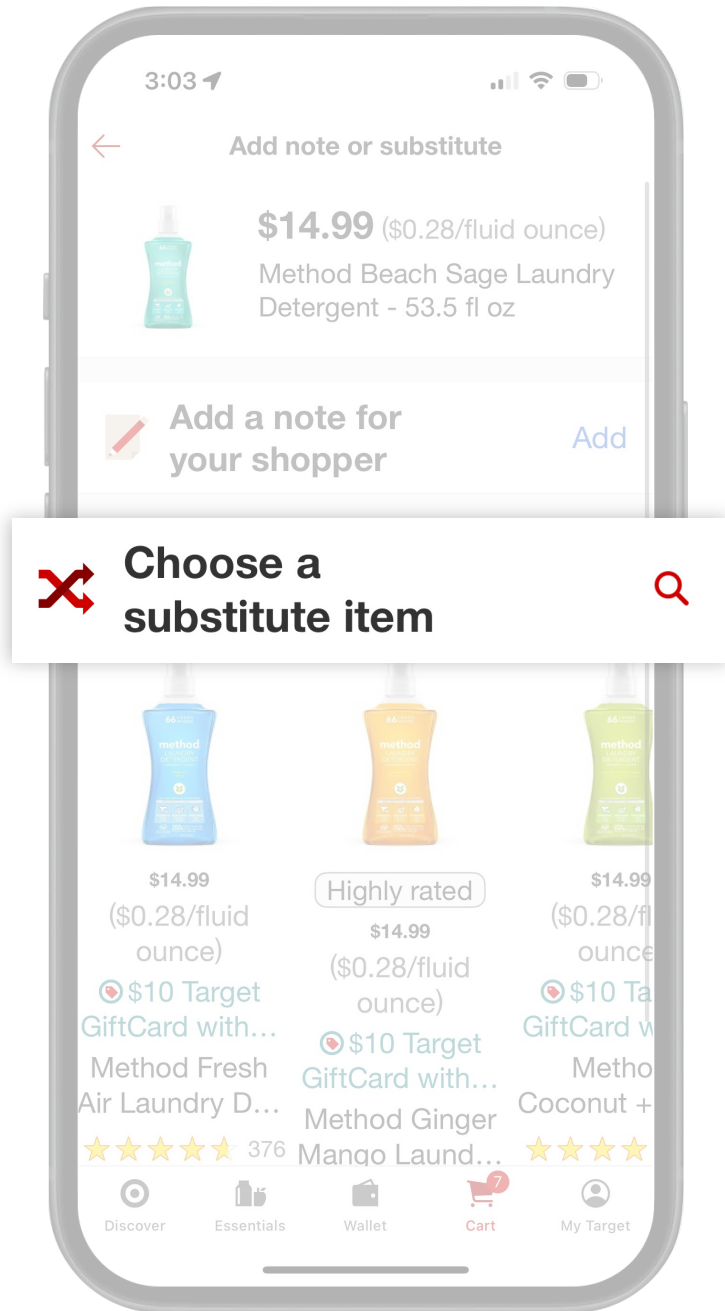
Tree Hut

Dr Teal's

Dove



Choose a substitute item



**Hundreds of Millions of Dollars
in Incremental Sales**





drive up
Now taking returns.







drive up



order pickup



shipping



**same day
delivery**

\$20B+

in annual digital sales

~20%

of our total sales volume



drive up



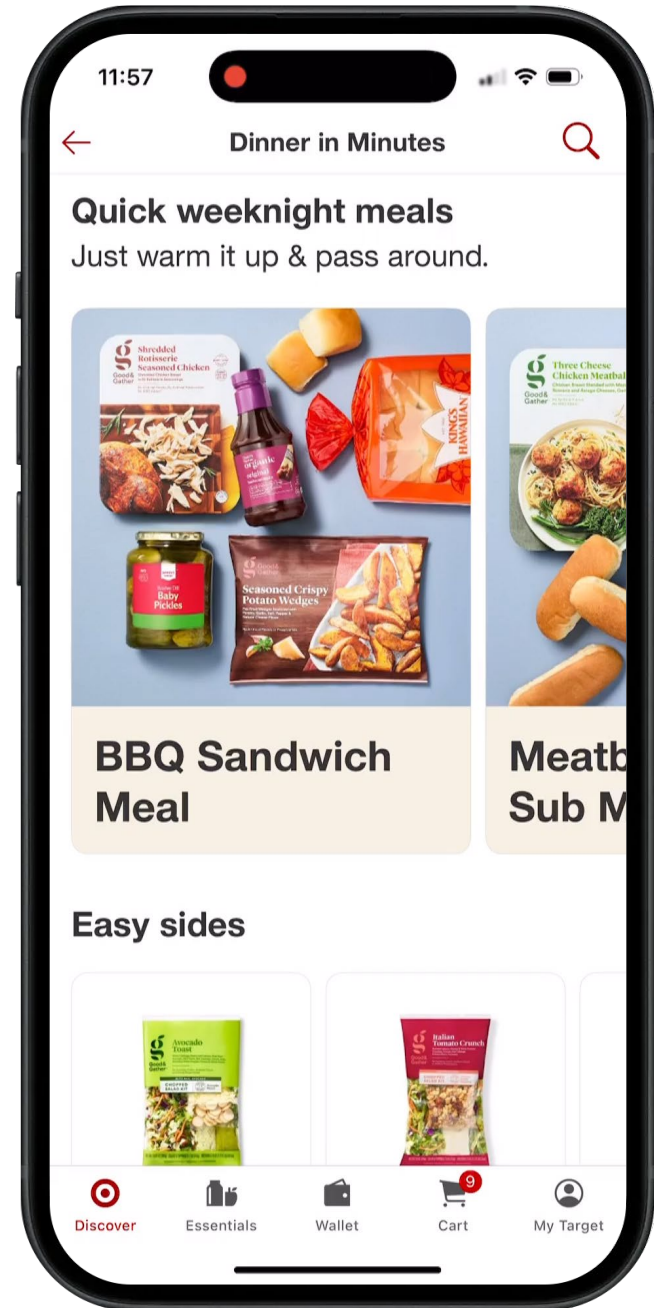
order pickup



shipping



**same day
delivery**





drive up



order pickup



shipping



**same day
delivery**

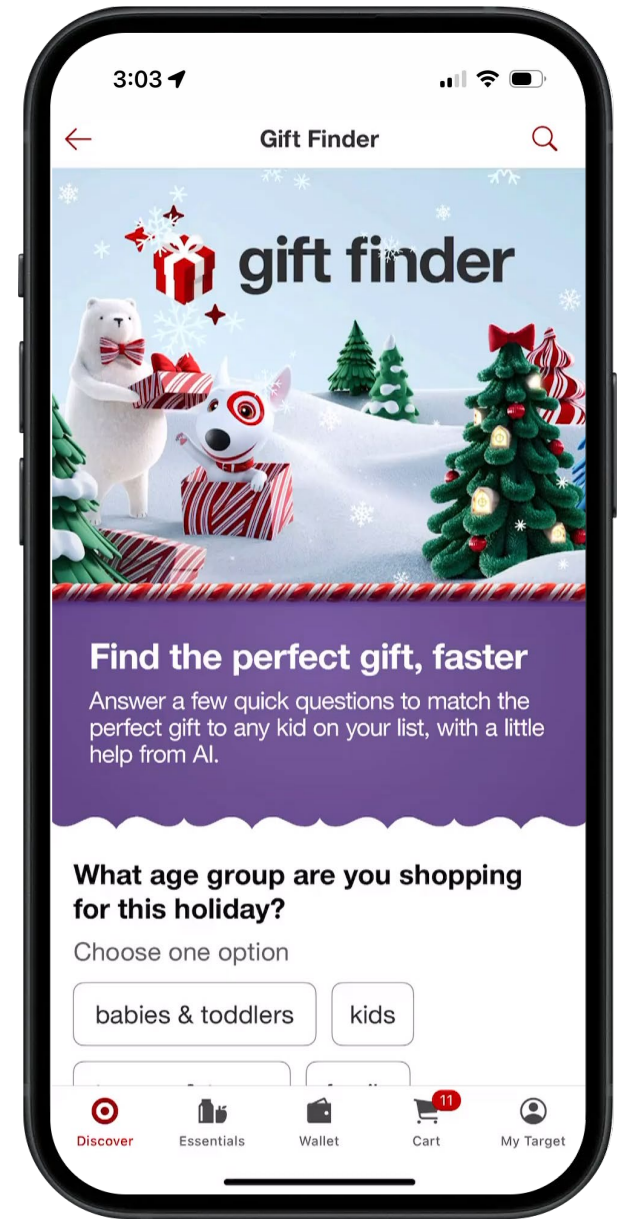
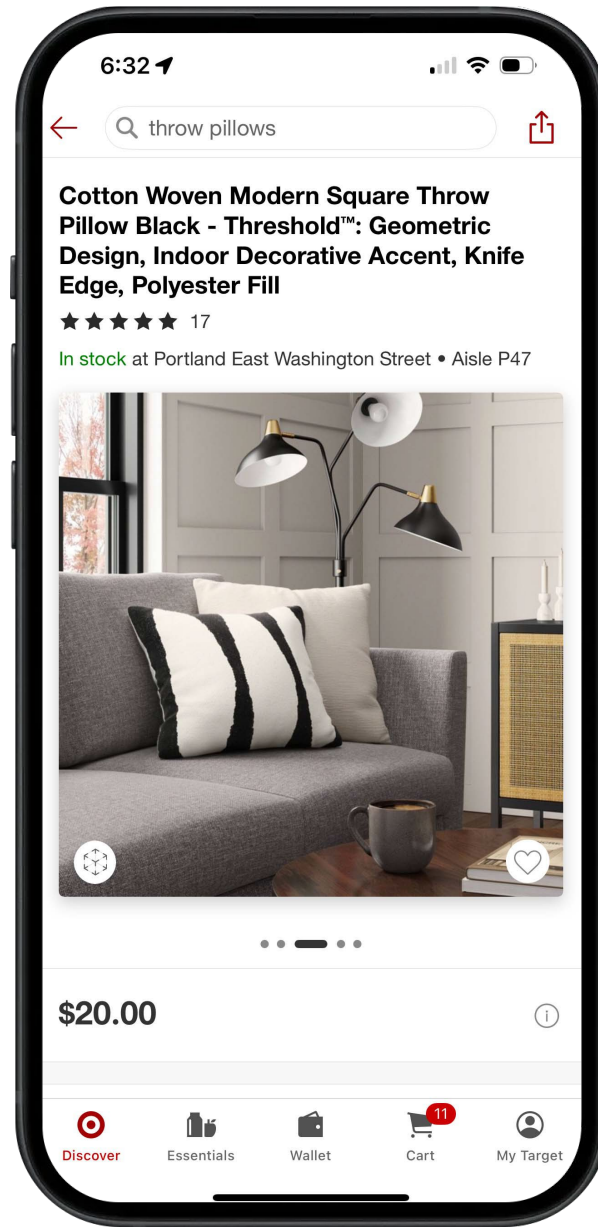
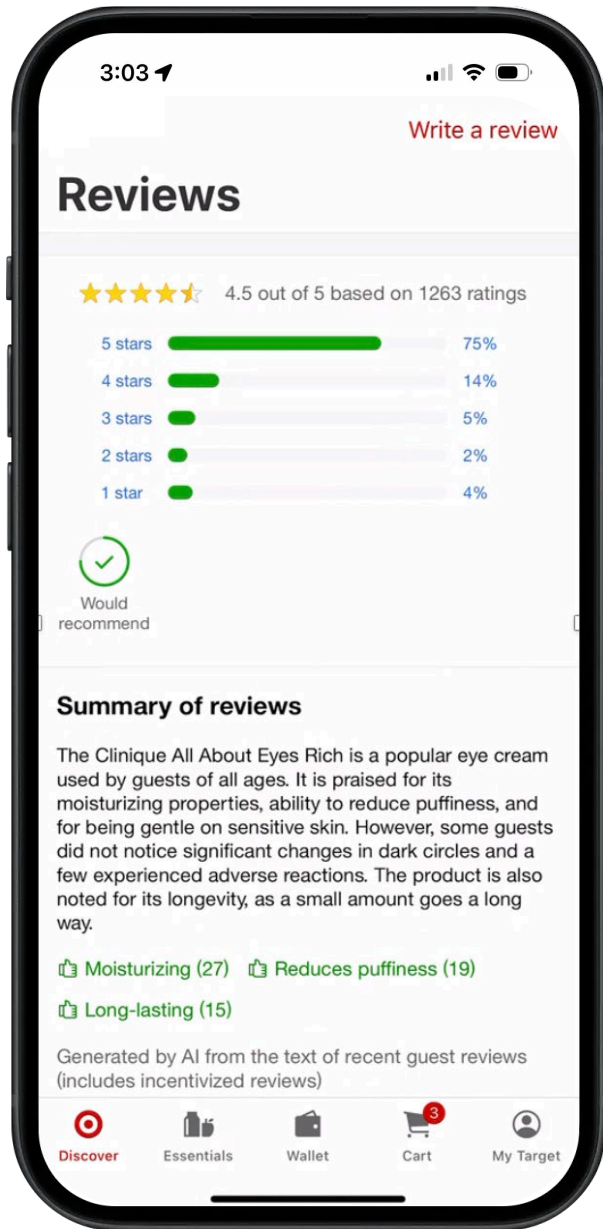
one of the

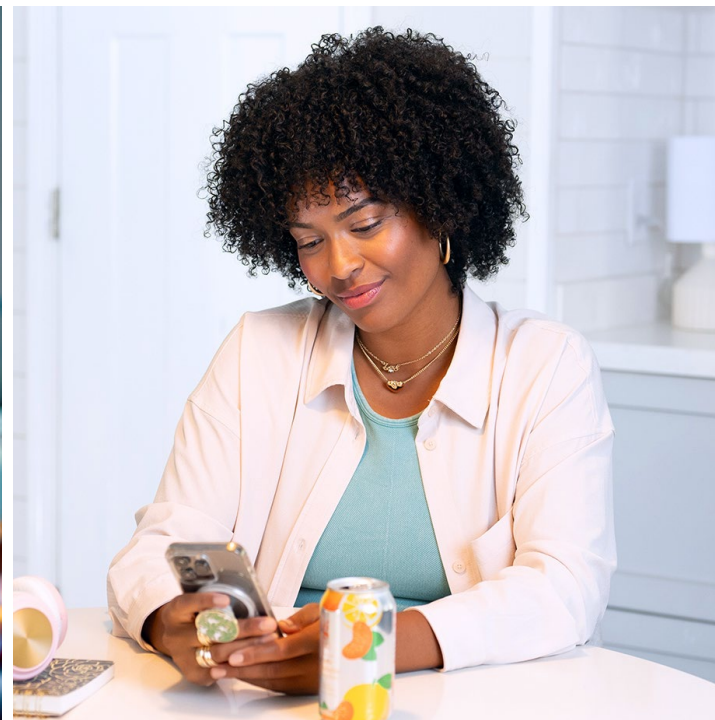
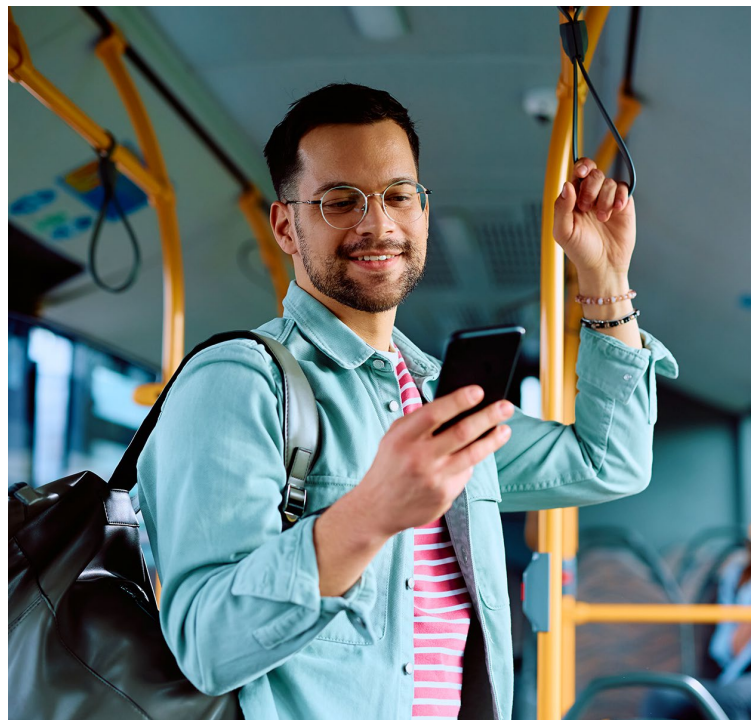
Top 5

digital grocers in the nation

**We are innovating in support
of product discovery.**







**Shopping is an
always-on experience.**

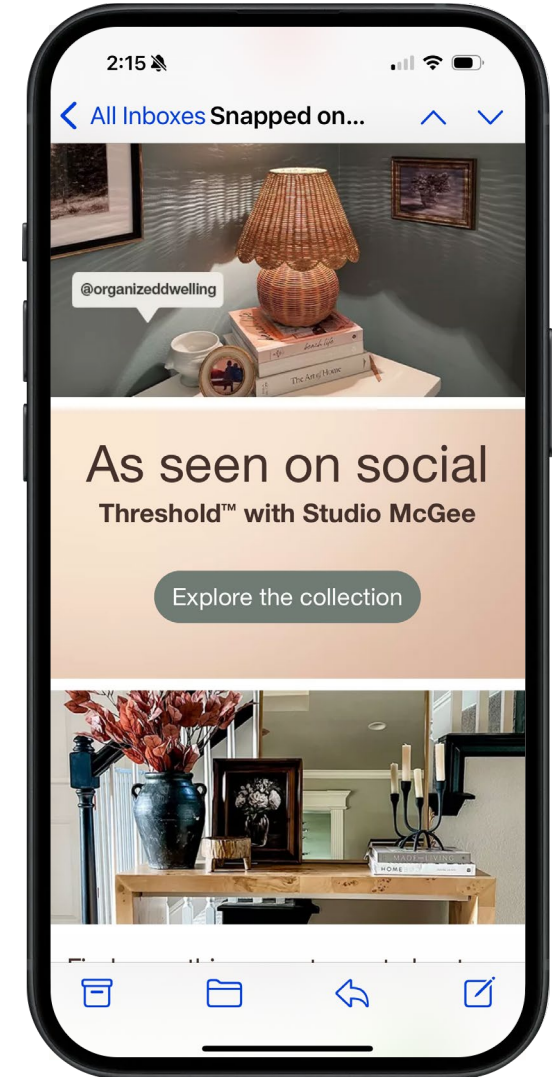
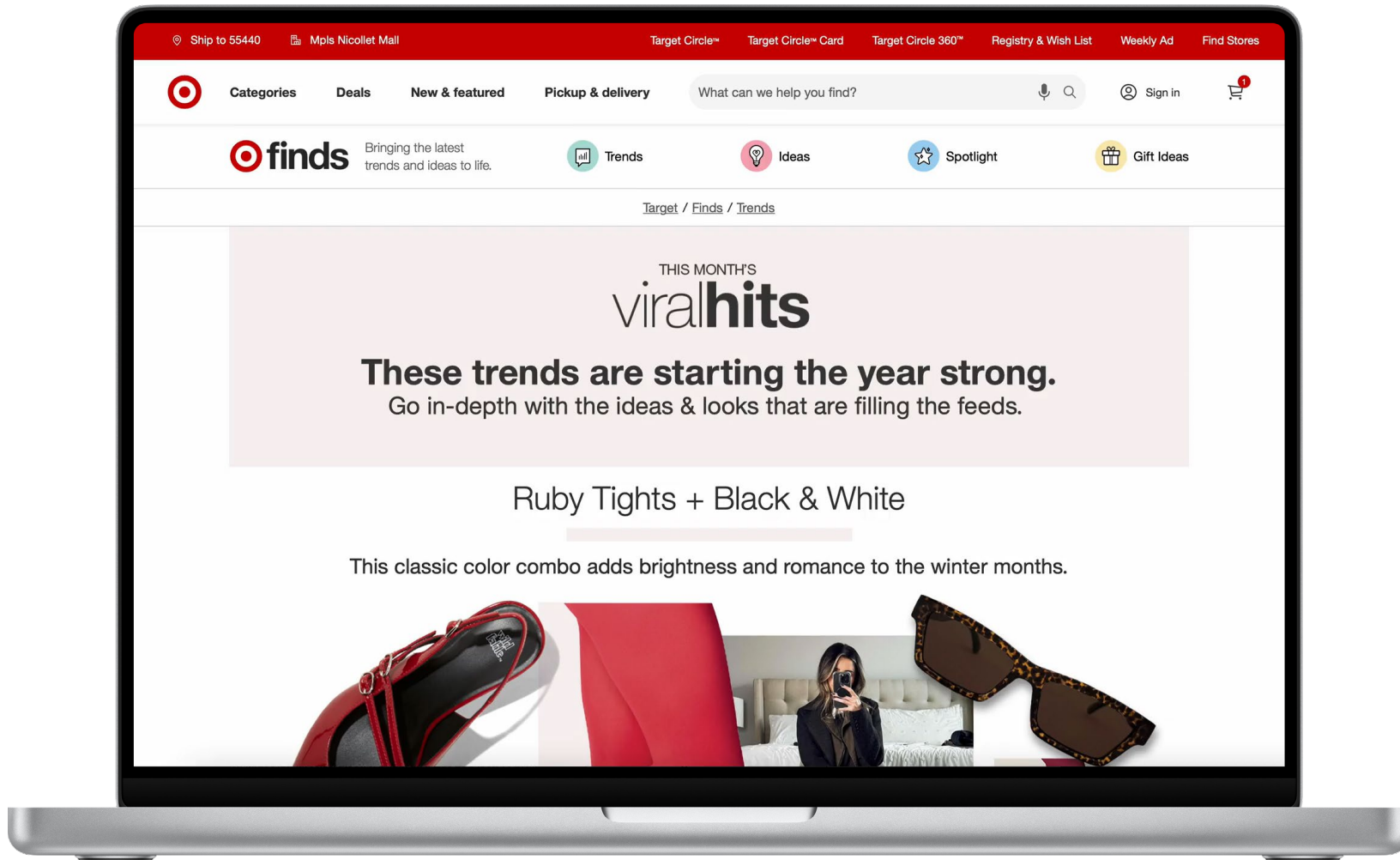




Number 1

most engaged with brand





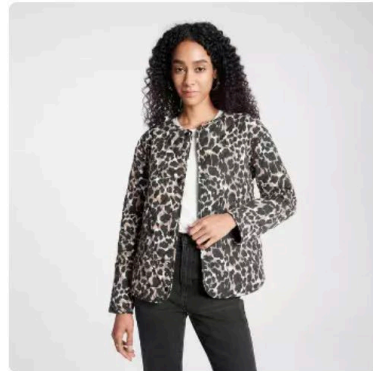
**Identify Emerging Trends +
Amplify Relevant Products**





Leopard layers and a load of gold: say hello to the 'mob wife' trend

As *The Sopranos* celebrates its 25th anniversary, a new audience has embraced its style via TikTok



\$49.00
Women's Quilted Jacket - A New Day™
★★★★☆ [7 reviews](#)

Add to cart



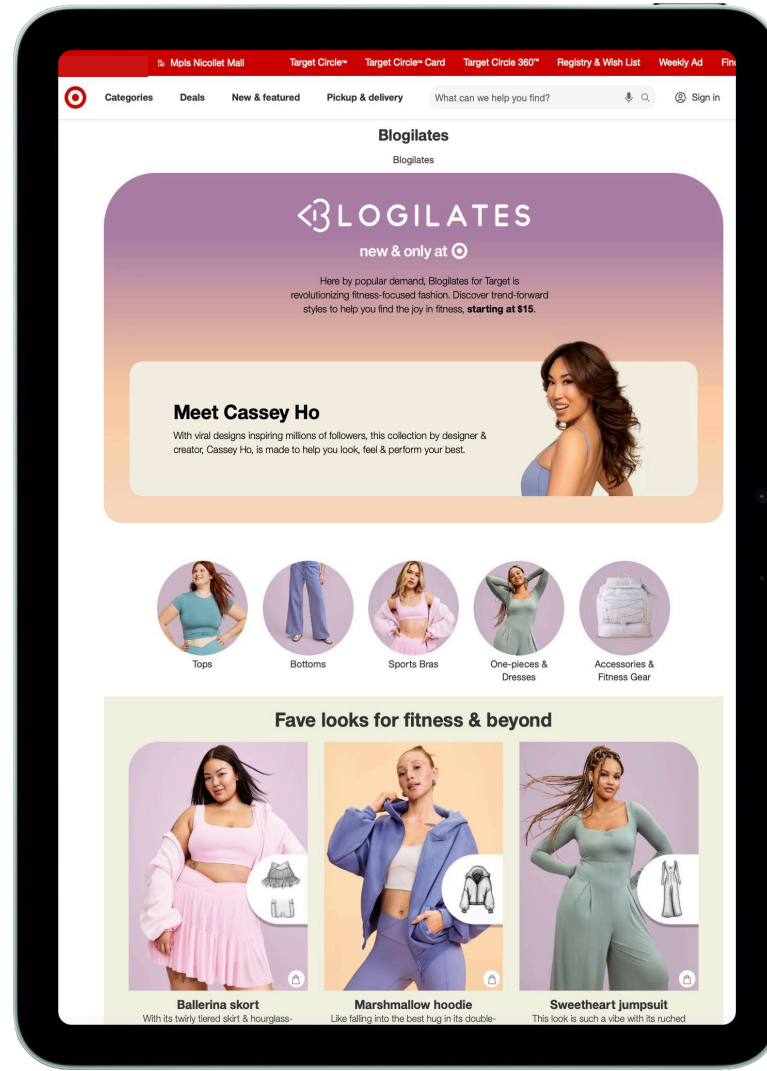
\$38.99 - \$50.49
Women's Leopard Print Drop Sleeve Sweater - Cupshe
★★★★★ [8 reviews](#)

Add to cart



\$22.00
Women's Velour Halter Mini Dress - Wild Fable™
★★★★★ [10 reviews](#)

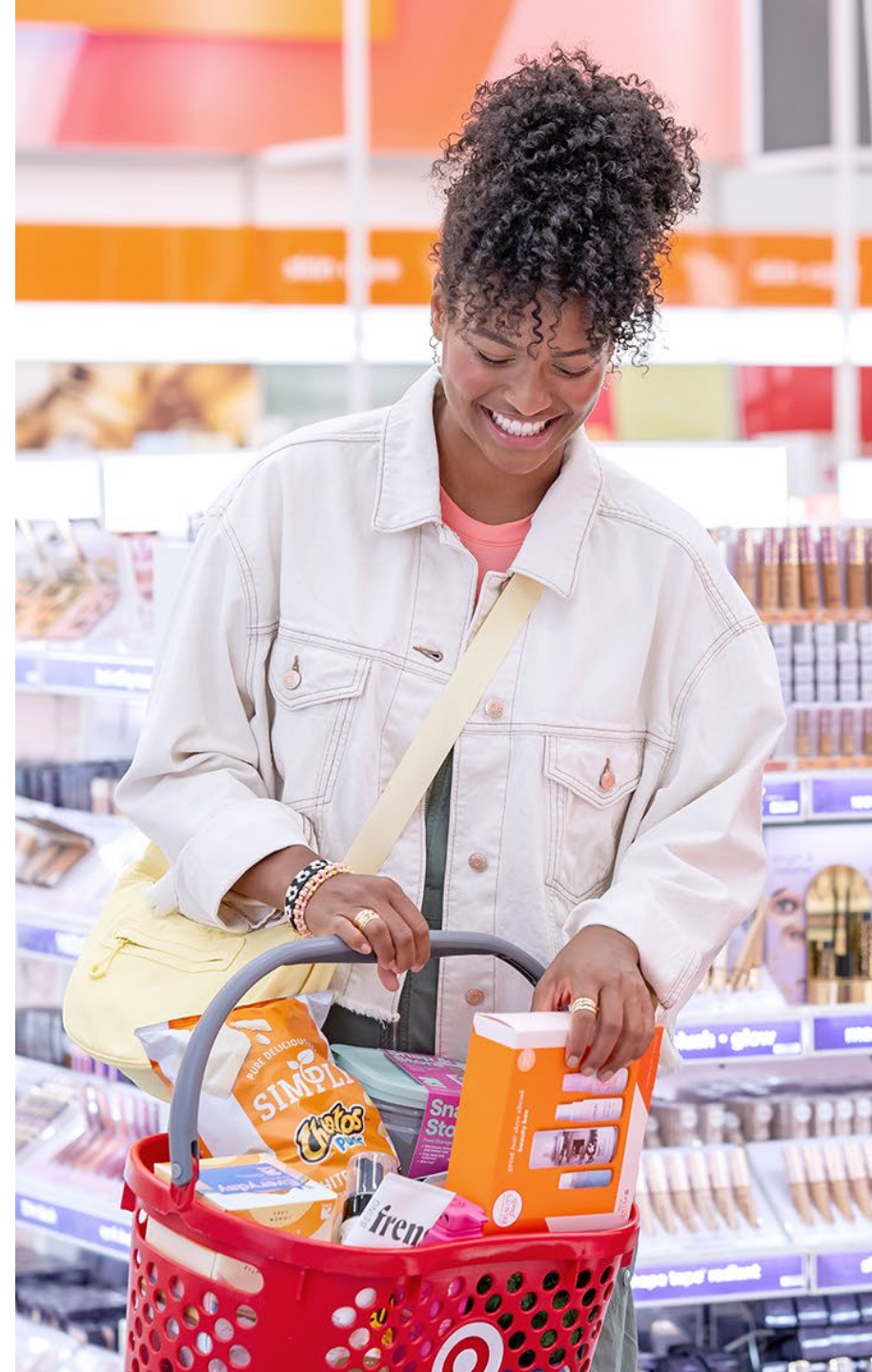
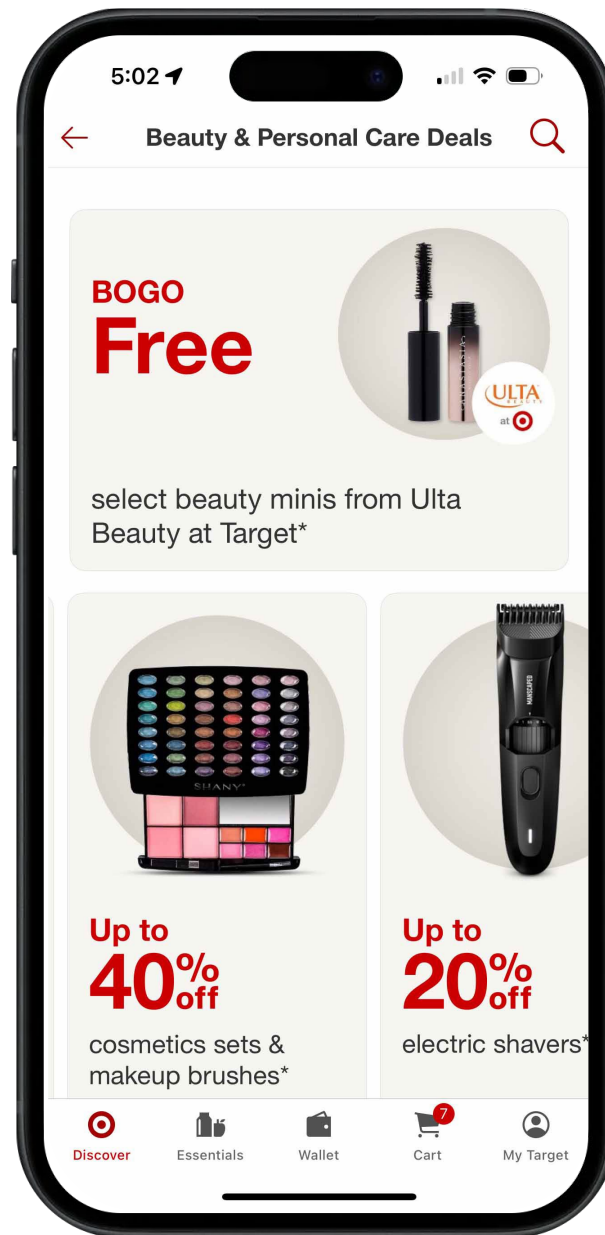
Add to cart





> 1/3

of guests with the app
use it while in store





instore app users

~50%

more spent per transaction,
with room to grow



Welcome to
Mpls Nicollet Mall

Search this store



- Discover
- Essentials
- Wallet
- Cart
- My Target

**The possibilities
are endless.**

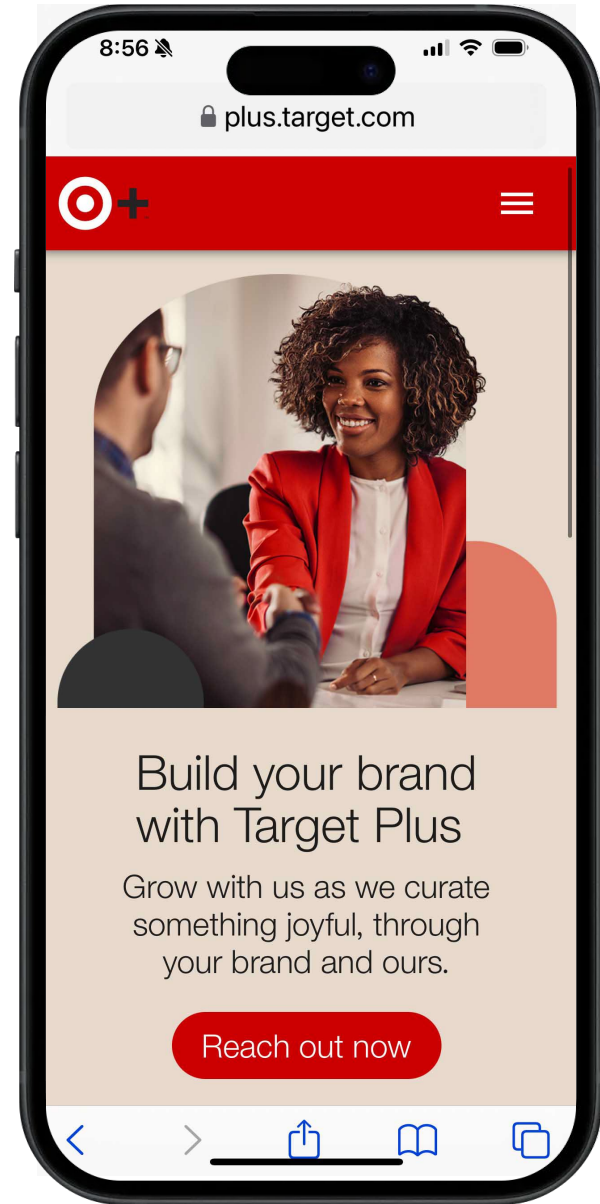


Direct Guests to Target Circle Offers In Store

Customize App Homepage by Location

Offer Real-Time Personalized Promotions







**Wider Array
of Brands, Price
Points + Products**



shopify



10%

of our external search
volume in 2024

Intentional Invitation-Only Approach





\$1B+

in GMV for our sellers

35%+

growth in the past year



~40%

growth in home categories

>60%

growth in essentials and beauty

>170%

growth in food



\$5B+

in potential annual GMV
within the next 5 years



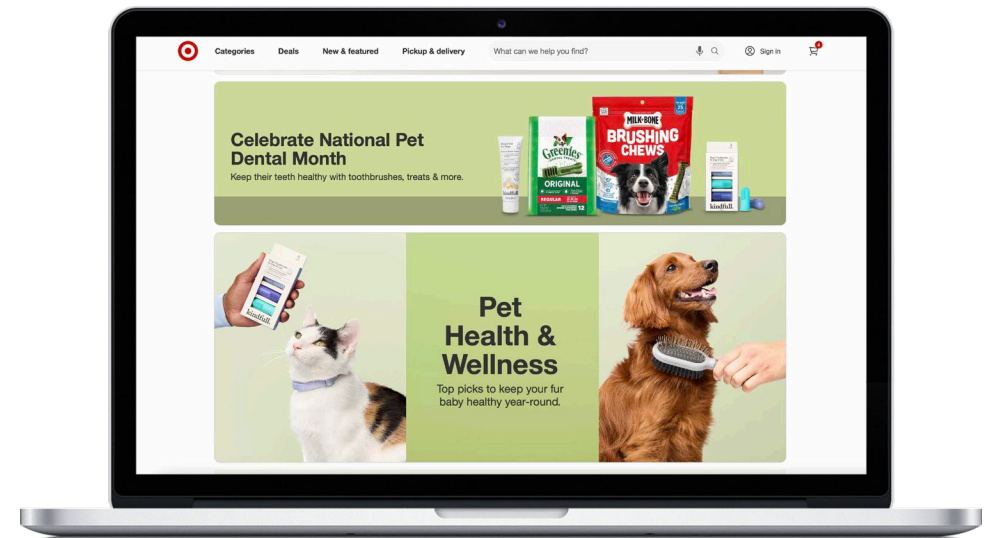
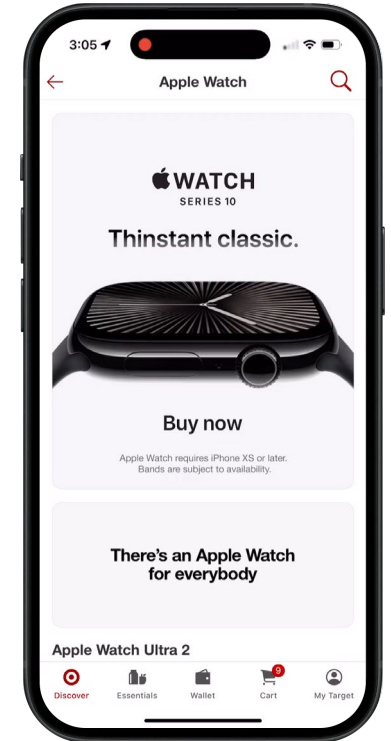
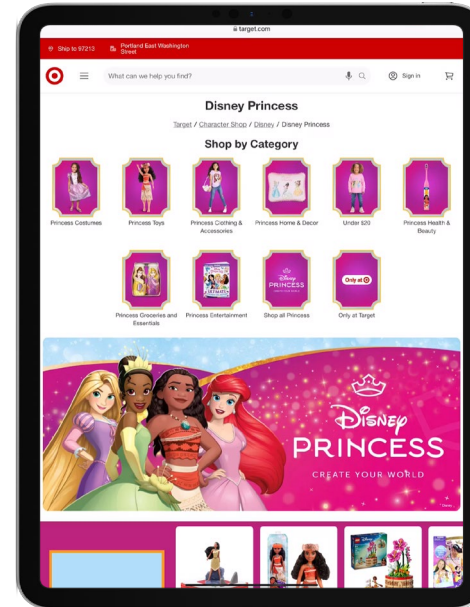


**Consumers should get to decide
where and how they shop.**



**Our digital channel is profitable
and getting more efficient.**







20%+

more spent, including in store

 **circle**TM

**Growing Engagement +
Rewarding Consumers
for Choosing Target**



circle™



3x

more spent than
non-members



~6x

more spent than
non-members



~8x

more spent than
non-members

shopped

6x

more than
non-members

**Why should consumers
sign up for Target Circle?**



circle™



Completely free, with access to automatic deals + personalized offers



 **circle**TM
card

Card holders save an
extra 5%, every day



 **circle**
360™



Unlimited same-day delivery
on orders over \$35
from Target + other retailers



>4x

more members
compared to
a year ago

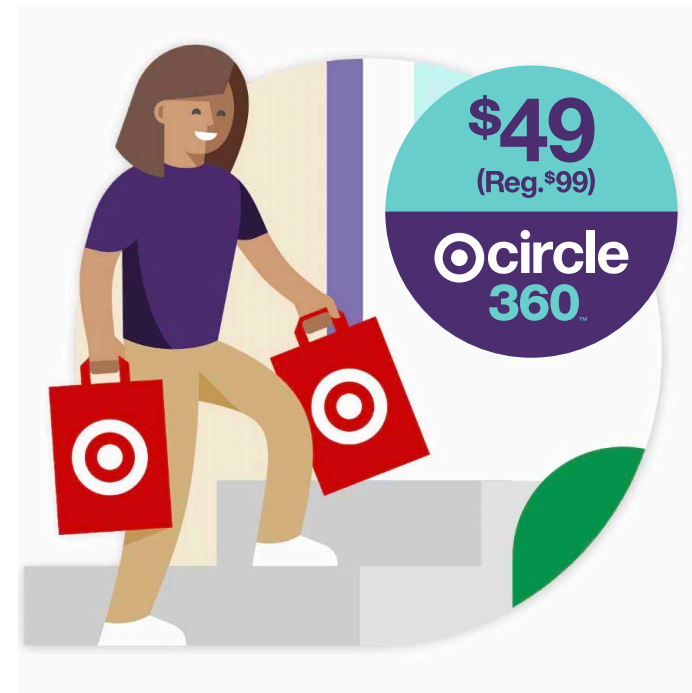
 **circle** **360**TM

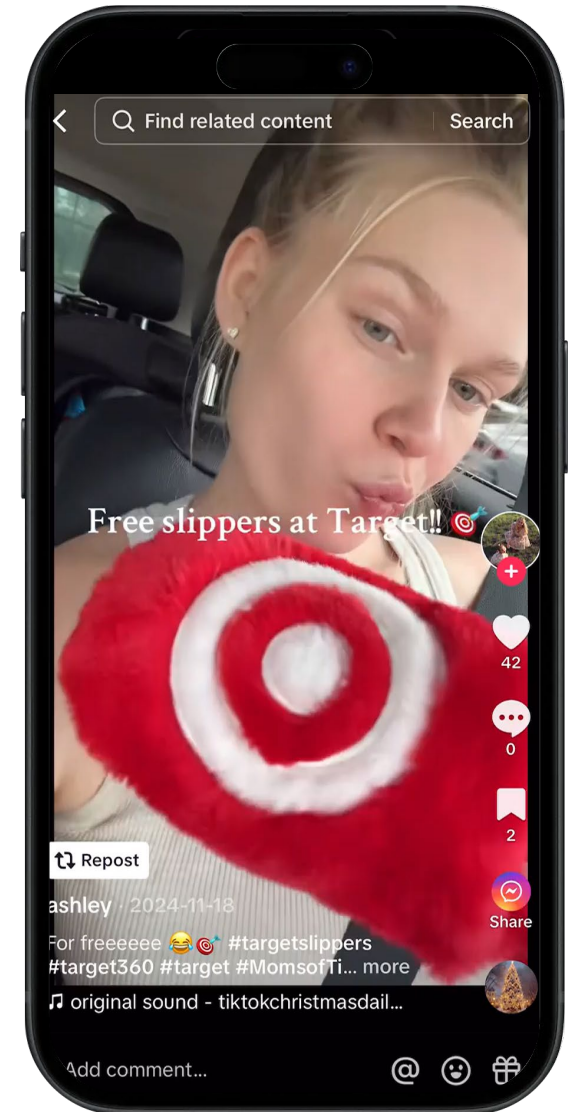
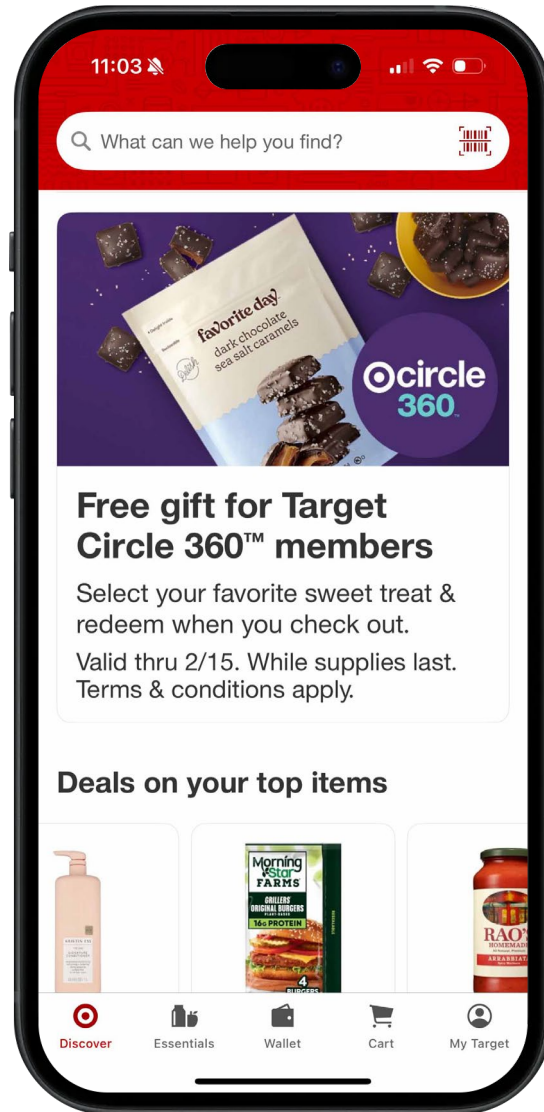
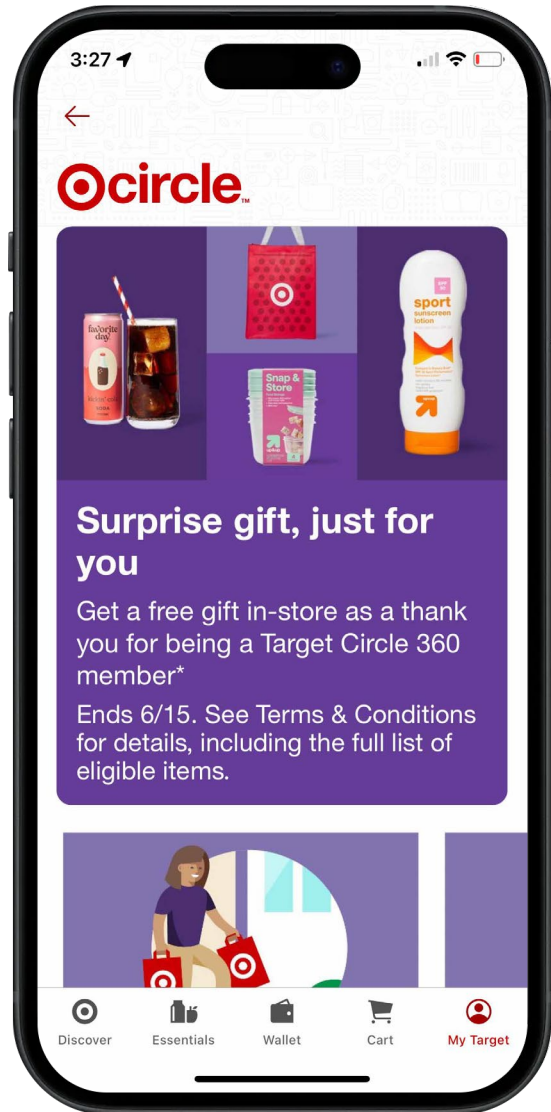
100+
other retailers



**same day
delivery**


Delivered with **Shipt** 







**Early Access to
Deals + Limited
Time Offers**

**Our guests are using same-day
delivery powered by  circle 360TM
while traveling.**

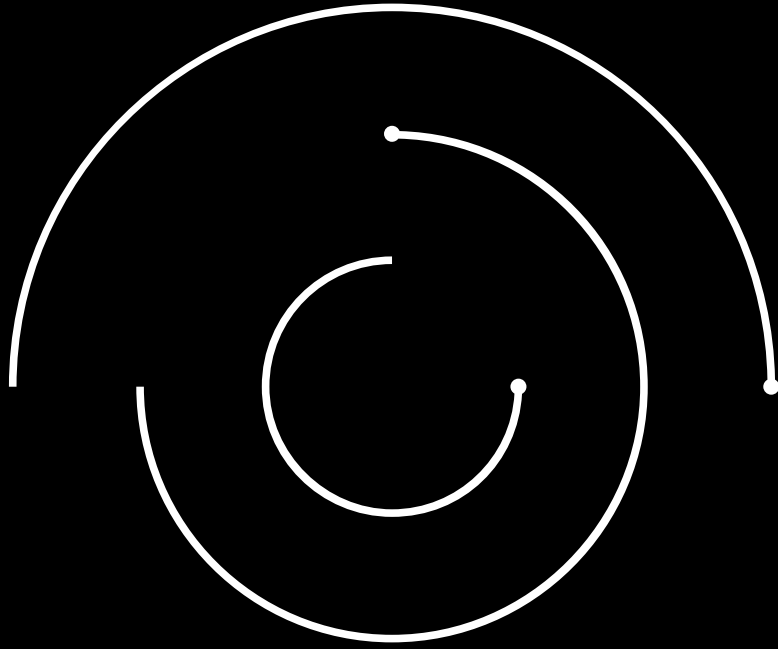
The logo for Circle 360, featuring a red bullseye icon followed by the word "circle" in red lowercase letters and "360" in purple uppercase letters with a small trademark symbol.

The logo for Marriott Bonvoy, with "MARRIOTT" in black uppercase letters above "BONVOY" in larger black uppercase letters. The letter "O" in "BONVOY" has an orange underline. A registered trademark symbol is at the end. Faint background icons of a house and a location pin are visible above the text.

 **circle** **360**TM

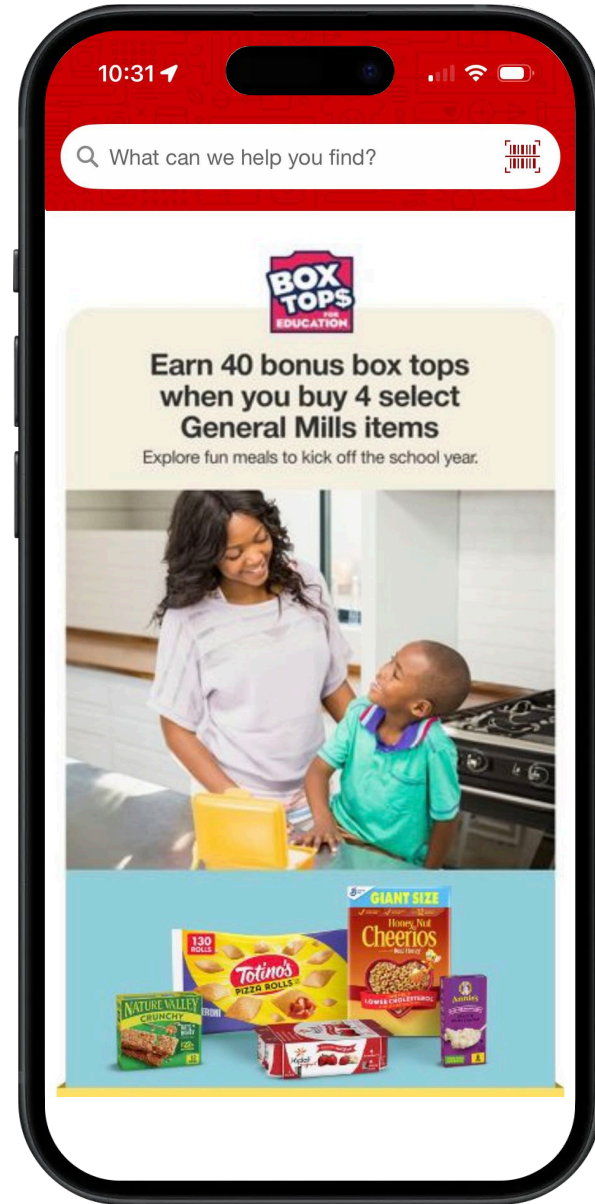
**🎯circle 360™ membership
has the potential to triple
in the next three years.**

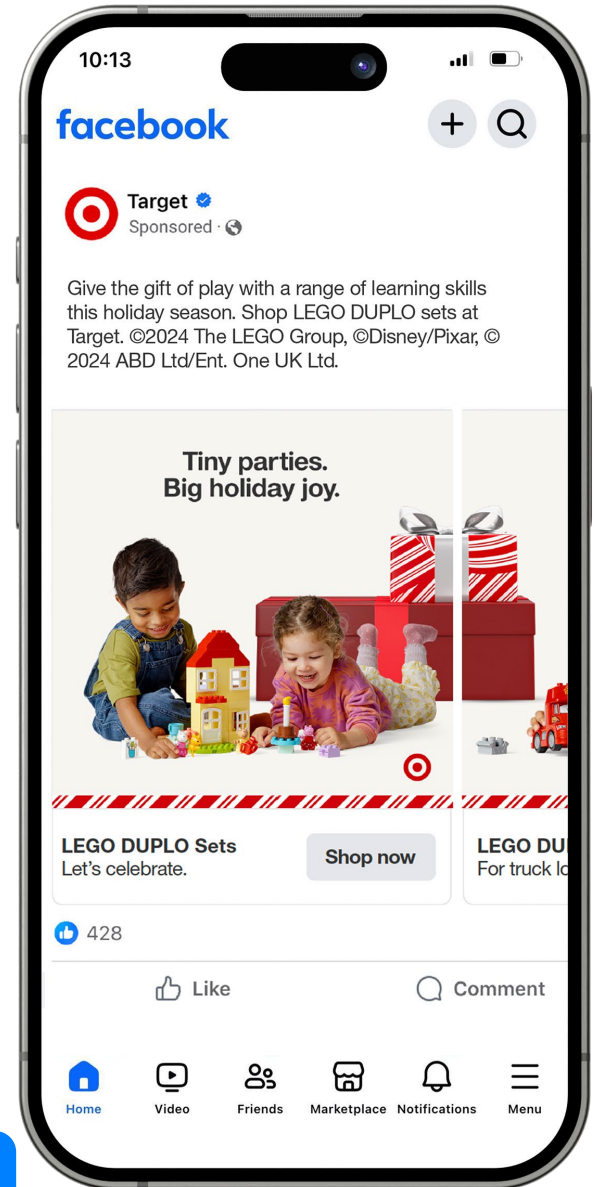
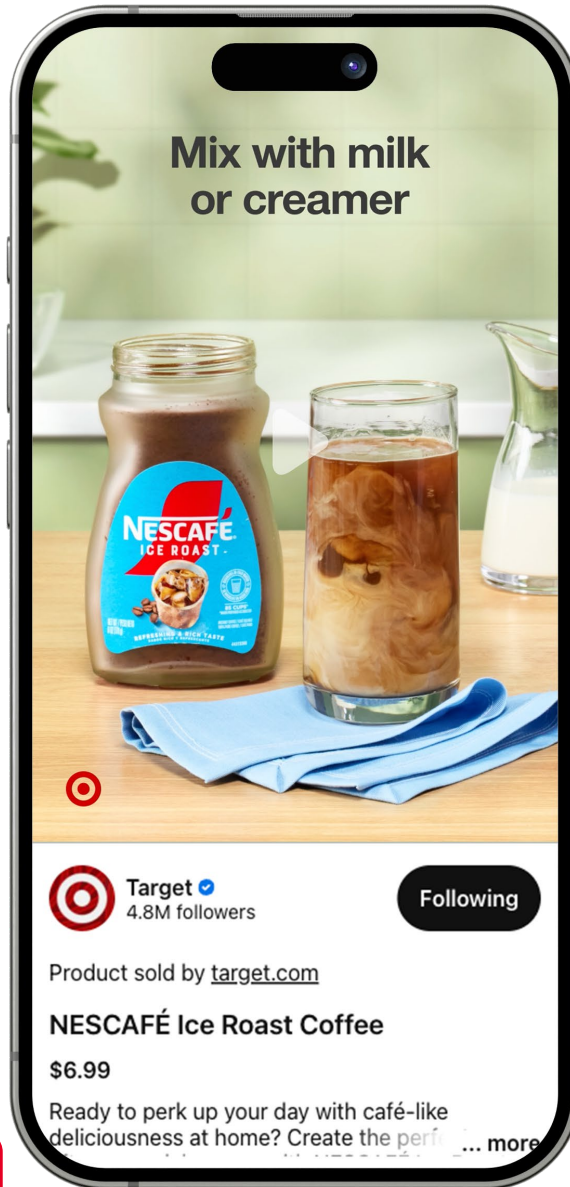
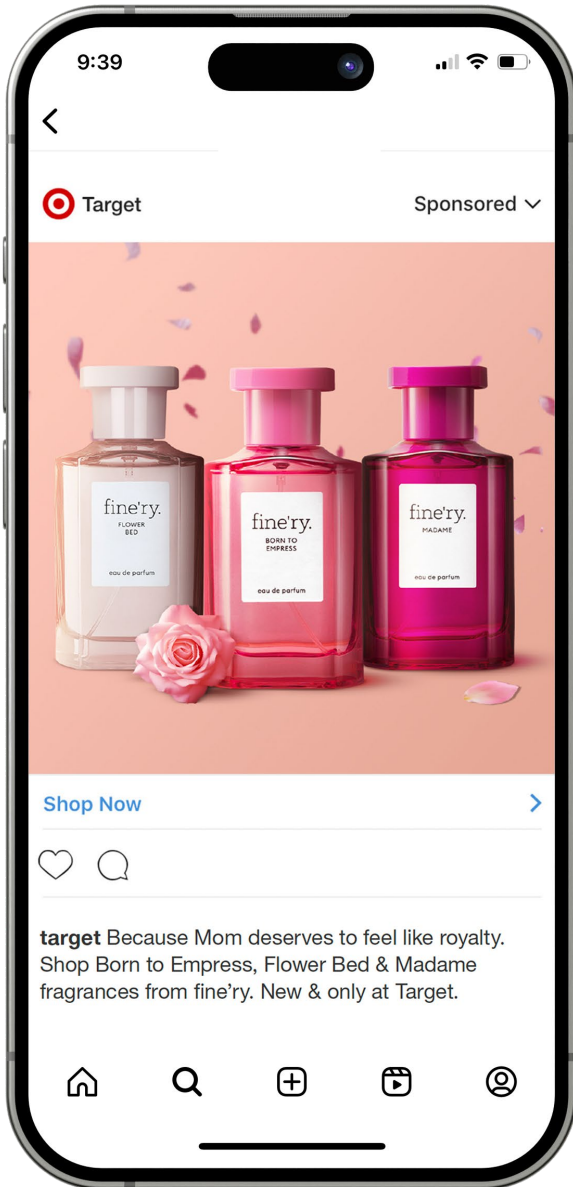




Roundel™

Media designed by 





Value-Driven Placements That Enhance the Digital Experience



Target Categories Deals New & featured Pickup & delivery

Filter Sort Target Circle Deals Deals Brand Health Ap

4,814 results for "vitamins"

\$9.99 - \$13.99

The Flintstones Kids' Complete Multivitamin Gummies - Mixed Fruit
The Flintstones
★★★★★ 1069 reviews

Shipping arrives Wed, Feb 26
Shipping dates may vary

Add to cart

Sponsored

\$13.99

Centrum Men Multivitamin / Multimineral Dietary Supplement Tablets - 120ct
Centrum
★★★★★ 333 reviews

Only 8 left at Mpls Nicollet Mall

Pickup ready tomorrow
Shipping arrives Wed, Feb 26
Ships free. Exclusions apply

Add to cart

Sponsored

5:25

← cleaning wipes disinfecting

Filter Sort Target Circle Deals Pickup

Sponsored

\$12.99 (\$0.06/count)

Save \$5, when yo... >

Clorox Disinfecting Wipes Value Pack Bleach Free Cleaning Wipes - 75ct/3pk

★★★★★ 37404

Add to cart

Sponsored

\$6.99 (\$0.10/count)

Save \$5, when yo... >

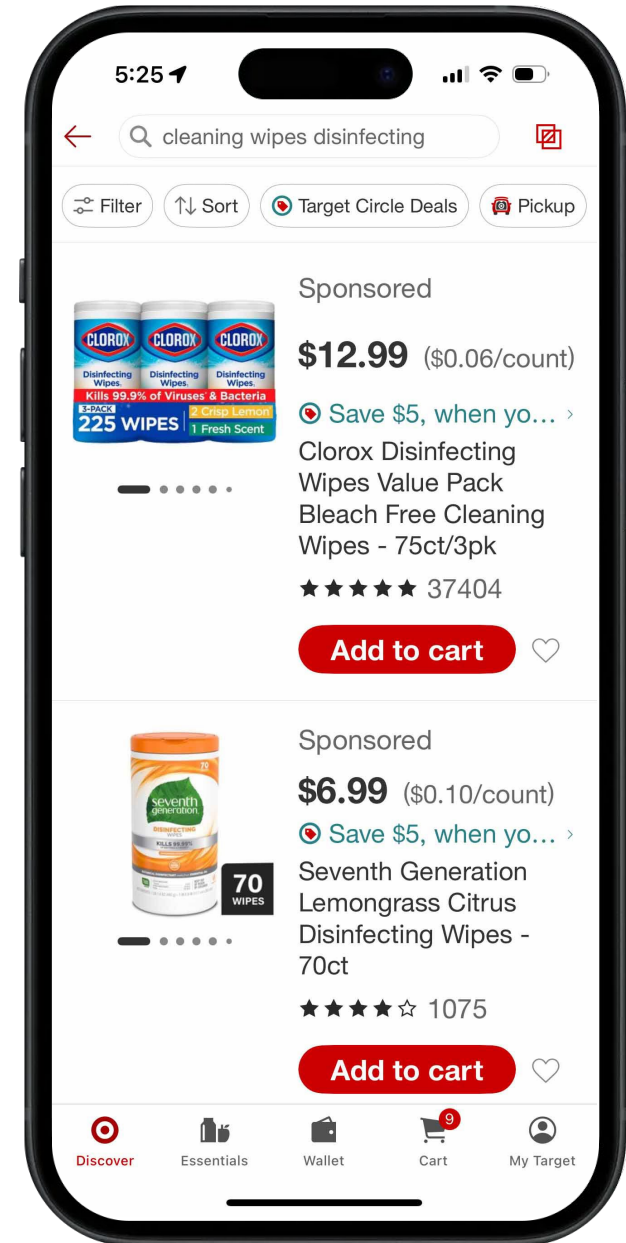
Seventh Generation Lemongrass Citrus Disinfecting Wipes - 70ct

★★★★☆ 1075

Add to cart

Discover Essentials Wallet Cart 9 My Target

35%+
growth in ad sales in 2024





Roundel™
Media designed by 

**Innovate + Prove Our Value
to Existing Partners**



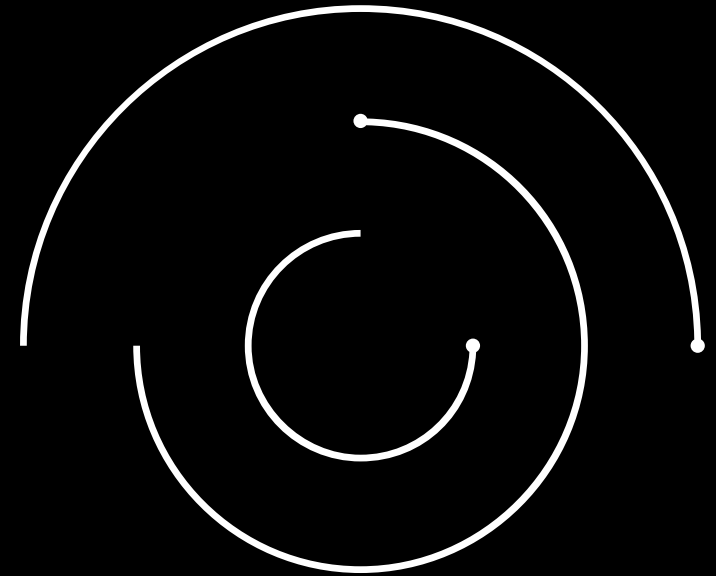
>40%

growth in small,
emerging brand partners

nearly

\$2B

in annual value to Target



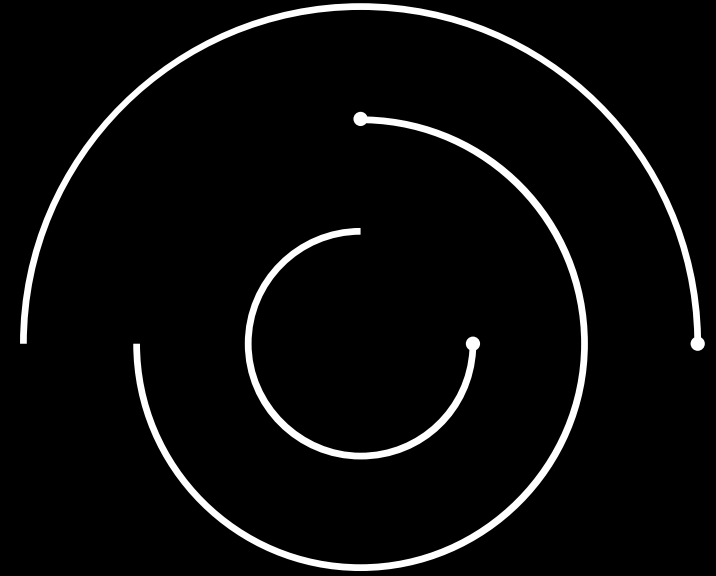
Roundel™

Media designed by 

potential to

Double

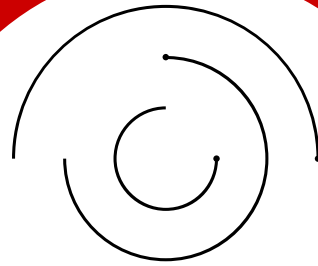
its size over the next five years



Roundel™

Media designed by 

circleTM



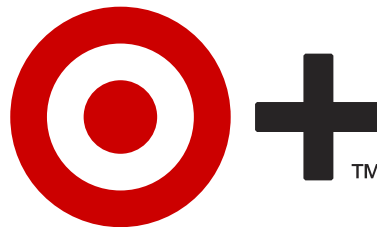
RoundelTM
Media designed by 



**same day
delivery**



drive up



shipping

**We want to be the
best version of ourselves
for our guests.**





Target

New spring Haul

